

COMMERCE

Office of the Secretary

Luther H. Hodges,
Secretary

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ADVANCE REPORT ON RETAIL SALES, JANUARY 1961

Total sales of retail stores in January were \$15.7 billion, the U. S. Department of Commerce announced today. After adjustment for seasonal variations and trading day differences, but not for price changes, total retail sales amounted to \$17.7 billion, about 2 percent below December and 2 percent below January 1960.

The January sales figures are based on the Advance Report on Retail Trade, a monthly survey of the Bureau of the Census conducted in cooperation with a representative cross-section of about 2,000 retail firms which, in total, operate some 39,000 stores in the United States. The firms which are cooperating in the early reporting of sales are part of a larger sample group which furnishes figures at a later date. The advance estimates are subject to revision, on the basis of estimates subsequently derived from the full sample, but the revision of the total seldom exceeds 1½ percent.

The advance Census figures for January are shown in table 1 of this release. The Office of Business Economics indicated that, after adjustment for seasonal variations and trading day differences, the reduction in sales from December to January extended to both durable-goods and nondurable-goods stores. The larger relative declines were reported by dealers in automobiles and other consumer durables, and by department stores. Estimates for December for the full sample indicate that seasonally adjusted retail sales were 2 percent below November.

(more)

ADVANCE RETAIL SALES FOR JANUARY 1961

Table 1. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(NOT ADJUSTED for seasonal variations or trading day differences)

Kind-of-business group	Sales (millions of dollars)		
	1961	1960	
	Jan. ¹	Dec. ²	Jan.
Retail stores, total ³	15,691	22,251	16,312
Durable-goods stores, total ³	4,697	6,178	5,097
Nondurable-goods stores, total ³	10,994	16,073	11,215
Food group.....	4,227	5,128	4,319
Grocery stores.....	3,786	4,589	3,853
Eating and drinking places.....	1,270	1,357	1,219
General merchandise group.....	1,422	3,588	1,492
Department stores.....	821	2,073	866
Apparel group.....	869	1,954	931
Furniture and appliance group.....	685	1,141	781
Lumber, building, hardware, farm equip. group...	884	1,166	883
Automotive group.....	2,719	3,028	3,025
Gasoline service stations.....	1,367	1,506	1,356
Drug and proprietary stores.....	595	806	620

See footnotes below table 2.

Source: Bureau of the Census

Table 2. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(ADJUSTED for seasonal variations and trading day differences)

Kind-of-business group	Percentage change, Jan. 1961 from--		Sales (millions of dollars)				Percentage change, Dec. 1960 from--	
	Dec. 1960	Jan. 1960	1961	1960		1959	Nov. 1960	Dec. 1959
			Jan. ¹	Dec. ²	Nov.			
Retail stores, total ³	-2	-2	17,675	17,977	18,400	17,485	-2	+3
Durable-goods stores, total ³	-2	-8	5,430	5,561	5,938	5,328	-6	+4
Nondurable-goods stores, total ³	-1	0	12,245	12,416	12,462	12,157	0	+2
Food group.....				4,536	4,606	4,363	-2	+4
Eating and drinking places.....				1,363	1,343	1,351	+1	+1
General merchandise group.....				1,981	1,967	1,991	+1	-1
Apparel group.....				1,086	1,118	1,150	-3	-6
Furniture and appliance group.....				849	844	903	+1	-6
Lumber, building, hardware, farm equipment group..				1,251	1,261	1,281	-1	-2
Automotive group.....				3,000	3,348	2,667	-10	+12
Gasoline service stations.....				1,497	1,464	1,423	+2	+5
Drug and proprietary stores.....				624	638	612	-2	+2

Source: Office of Business Economics

¹ Advance sample estimates.

² Preliminary estimates of full sample.

³ Totals include data for kinds of business not shown separately.

⁴ Based on preliminary estimates supplied by Federal Reserve Board.